

MARK DUCHOW

DUCHOW'S BOAT CENTER

March 21, 2000

To: Tom Voltus & Jeffrey Watter - Meandaur

Re: boatcash website revisions

Tom: Following is an exact version of the boatcash website "rough draft" that you forwarded me, with my copy revisions. Please contact me to acknowledge receipt and to discuss. Thank you.

OPENING VISUALS:

- Dashboard of a boat in the lower half of the screen
- Blue water, sun and horizon in top half
- Sound: roar of a boat engine, rising
- On dashboard is a speedometer, calibrated in dollars: \$250, \$500, \$750, \$1000. The speedometer needle moves around the dial as the sound of the engine rises.

MY THOUGHTS: THIS SOUNDS INTERESTING. BUT IT MUST LOOK RIGHT OR I THINK WE WILL NEED TO DO SOMETHING DIFFERENT.

Text appears, coming up the horizon line until it covers the top of screen, then dissolves like spray:

BOATCASH

Two other lines come up, one at a time, and dissolve in the same way:

FACTORY DIRECT CASH TO HELP BUY THE BOAT OF YOUR DREAMS!

A block of explanatory text appears in the lower part of the screen:

You are only a few clicks away from receiving an e-mail voucher good for **HUNDREDS**, even **THOUSANDS** of dollars off the purchase price of a new boat!!

One Time **FACTORY DIRECT CASH** available only through this site...**RIGHT NOW!!**
Limited Time DEALER INCENTIVES!!
A boat for every budget and lifestyle!!

Simply choose the boat of your dreams.....click [here](#)

How much money will I get? Depends on the type of boat your interested in! But rest assured, the cash voucher you receive is a "one-time only" offer, and is good for a very limited time.

All of the boat manufacturers listed below are offering factory direct cash discounts exclusively through this site. Choose your favorite brand, and we'll lead you to the best boat deal...anywhere!!

To make your selection, click on the boat manufacturer of your choosing:

GLASTRON FAMILY RUNABOUTS

GODFREY PONTOON & DECKBOATS

LARSON FAMILY RUNABOUTS & CRUISERS

MONARK ALUMINUM FISHING BOATS

WELLCRAFT SPORTBOATS, FISH BOATS, HIGH PERFORMANCE, AND CRUISERS

SILVERTON MOTORYACHTS

MY THOUGHTS THERE SHOULD BE A PHOTO OF EACH BRAND NEXT TO THE TEXT DESCRIPTION

GLASTRON FAMILY RUNABOUTS

There's **FACTORY DIRECT CASH** available on every Glastron model listed below. Simply click on your favorite category to receive your money, or click **INFO** for help on making your selection.

16-17ft. Outboard or Sterndrive Runabout or Fish n' Ski

18-19ft. Outboard or Sterndrive Runabout or Fish n' Ski

20ft. Sterndrive Runabout, Cuddy Cabin, or Fish n' Ski

21-22ft. Sterndrive Runabout or Cuddy Cabin

23-24ft. Sterndrive Cuddy or Family Cruiser

Still can't decide? Click [here](#) to visit www.glastron.com for more information

Go back to the [Brand Selection Page](#)

The money is almost in your hands!!

Here's how to get it:

1. Enter the requested information in the blanks below, then press **SHOW ME THE MONEY**
2. An e-mail voucher will come to you within ??? minutes which includes your factory direct cash discount. Simply print the e-mail, and take it to one of the following business locations:

Duchow's Boat Center
36115 Highway 16
Oconomowoc, WI. 53066
262-695-0999

Duchow's Boat Center
71 Nippersink Blvd.
Fox Lake, IL. 60020
847-973-1100

Duchow's Boat Center
2100 Freedom Road
Little Chute, WI. 54140
920-788-2000

Harborside Yacht Center
700 South Water Street
Milwaukee, WI. 53204
414-273-0711

3. Present your e-mail voucher within 72 HOURS at one of the store locations listed above, and receive your cash discount. (Please note the specific expiration date on your e-mail voucher)

Before receiving your cash voucher, please make note of the following terms and conditions:

1. The total value of your boatcash voucher is dependent upon one-time factory direct discounts. For this reason, the voucher is valid for a limited time only. All vouchers must be presented at one of the business locations listed above within (72) hours of the time printed on the voucher, or the discount is void.
2. Voucher cash discounts received through this site may not be used in conjunction with any other factory or dealer incentives.
3. Your cash discount may only be applied to the specific boat model listed on the voucher.
4. Only one boatcash voucher may be applied per boat purchase.
5. Boat purchases made prior to April 13, 2000, and after April 16, 2000, do not qualify for boatcash voucher discounts.
6. Voucher discounts received through the boatcash website are valid only at the business locations listed above.

I have read and understand the terms and conditions for receiving my boatcash discount. click [here](#)

Please complete the following blanks to receive your cash discount voucher:

NAME (REQUIRED)
E-MAIL ADDRESS (REQUIRED)
STREET ADDRESS
CITY, STATE, ZIP
TELEPHONE (REQUIRED)

I'M READY--SHOW ME THE MONEY!!

boatcash.com website notes

Opening page

- Title:** Ocean scene or boat pictures as background. Title "BOAT CASH" appears and moves into foreground.
- Caption:** Appears below "BOAT CASH" title and reads: "Factory direct cash to help you purchase the boat of your dreams"!!
- Prompt:** Click here for listing of participating manufacturers.

Page 2

Picture collage of different types of boats along top of page.

- Prompt:** Click on the brand of boat that you are interested in:

Glastron Family Runabouts
Godfrey Pontoon & Deckboats
Larson Family Runabouts & Cruisers
Monark Aluminum Fishing Boats
Wellcraft Sportboats, Fish Boats & Cruisers
Silverton Motoryachts

Page 3

Model Summary Page for the Manufacturer chosen on page 2.

Top of page is a picture of boat and brand logo.

- Prompt:** Please click on the model that you are interested in.

Bottom of screen: If you need help in selecting a specific model, click here to visit manufacturer site.

(Glastron Logo here)

(Glastron boat photo here)

GLASTRON FAMILY RUNABOUTS

Please click on the model that you are interested in:

16-17ft. Outboard or Sterndrive Runabout or Fish n' Ski	812
18-19ft. Outboard or Sterndrive Runabout or Fish n' Ski	1261
20 Sterndrive Runabout, Cuddy Cabin, or Fish n' Ski	2314
21-22ft. Sterndrive Runabout or Cuddy Cabin	2314
23-24ft. Sterndrive Cuddy or Family Cruiser	3652

If you are unsure of the model you are interested in, [CLICK HERE](http://www.glastron.com) to visit www.glastron.com

(Larson Logo here)

(Larson boat photo here)

LARSON FAMILY RUNABOUTS & CRUISERS

Please click on the model that you are interested in:

- 16-17ft. Outboard or Sterndrive Runabout
- 18ft. Outboard or Sterndrive Runabout or Fish n'Ski
- 20ft. Outboard or Sterndrive Runabout or Fish n'Ski
- 21ft. Outboard or Sterndrive Deckboat
- 22ft. Sterndrive Runabout or Cuddy Cabin
- 23ft. Sterndrive Deckboat
- 25ft. Family Cruiser
- 27ft. Family Cruiser
- 29ft. Family Cruiser
- 33ft. Family Cruiser

If you are unsure of the model you are interested in, **CLICK HERE** to visit www.larsonboats.com

(Godfrey Logo here)

(Godfrey boat picture here)

GODFREY PONTOON & DECKBOATS

Please click on the model that you are interested in:

17ft. Deckboat	412
18ft. Pontoon Boat	562
19ft. Deckboat	541
20-22ft. Pontoon Boat	746
20-21ft. Deckboat	1046
22-23ft. Deckboat	1633
24-27ft. Pontoon Boat	1021

If you are unsure of the model you are interested in, [CLICK HERE](http://www.godfreymarine.com) to visit www.godfreymarine.com

BEST AVAILABLE COPY

(Wellcraft Logo here)

(Wellcraft boat photo here)

WELLCRAFT SPORTBOATS, FISH BOATS, & CRUISERS

Please click on the model that you are interested in:

17-18ft. Sportboat	20ft. Excalibur
20ft. Sportboat	23ft. Excalibur
	26ft. Excalibur
	29-30ft. Scarab
16ft. Fish Boat	33ft. Scarab
18-19ft. Fish Boat	38ft. Scarab
21-22ft. Fish Boat	43ft. Scarab
23-24ft. Fish Boat	
27ft. Fish Boat	24ft. Martinique
29ft. Fish Boat	26ft. Martinique
33ft. Fish Boat	30ft. Martinique
35ft. Coastal	33ft. Martinique
40ft. Coastal	37ft. Martinique
	38ft. Excalibur
	45ft. Excalibur

If you are unsure of the model you are interested in, [CLICK HERE](http://www.welcraft.com) to visit www.welcraft.com

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(Silverton Logo here)

(Silverton Boat Photo here)

SILVERTON MOTORYACHTS

Please click on the model that you are interested in:

310 Express

322 Motoryacht

360 Express

352 Motoryacht

330 Sport Bridge

392 Motoryacht

400 Sport Bridge

422 Motoryacht

442 Motoryacht

351 Sedan Bridge

453 Motoryacht

37 Convertible

453 Pilothouse

42 Convertible

If you are unsure of the model you are interested in, [CLICK HERE](http://www.silverton.com) to visit www.silverton.com

(Monark logo here)

(Monark Boat Photo here)

MONARK MARINE

Please click on the model that you are interested in:

Bass 160 SE	551	Bass & Bay 860	
Bass 170 SE	628	160 T	
King 160 SC	716	160 DC	
Suncaster 160	376	King 170 DC	716
Sunlite 200	458	King 170 SC	716
		Com - 176 DC	1042
Pro 650	723	Com - 176 SC	1042
Pro 734	810	King 190 DC	1261 1261
Pro 860	882	King 191 DC	1261 1261
		Com - 196 DC	1261 1261

If you are unsure of the model you are interested in, [CLICK HERE](http://www.monarkmarine.com) to visit www.monarkmarine.com

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(SERIES OF BOAT PICTURES HERE)

BOATCASH GUIDELINES

YOU ARE ABOUT TO RECEIVE A VOUCHER GOOD FOR A CASH DISCOUNT ON THE PURCHASE OF THE NEW BOAT OF YOUR DREAMS !!! BEFORE RECEIVING THIS VOUCHER, PLEASE MAKE NOTE OF THE FOLLOWING TERMS AND CONDITIONS:

UPON COMPLETION OF THE REGISTRATION FORM CONTAINED ON THIS SITE, YOU WILL RECEIVE AN E-MAIL VOUCHER. YOU MUST PRESENT THIS VOUCHER TO RECEIVE YOUR CASH DISCOUNT.

YOUR BOATCASH DISCOUNT CANNOT BE USED IN CONJUNCTION WITH ANY OTHER MANUFACTURER OR DEALER PROMOTIONS OR INCENTIVES.

THE TOTAL VALUE OF YOUR BOATCASH VOUCHER IS DEPENDANT UPON A FACTORY-DIRECT DISCOUNT. FOR THIS REASON, THE VOUCHER IS GOOD FOR A LIMITED TIME ONLY. ALL VOUCHERS MUST BE SUBMITTED TO A DUCHOW'S BOAT CENTER BUSINESS LOCATION NO LATER THAN 4PM CENTRAL STANDARD TIME ON SUNDAY APRIL 16, 2000. VOUCHERS NOT APPLIED BY THIS DEADLINE ARE VOID.

YOUR BOATCASH DISCOUNT MAY BE APPLIED ONLY TO THE SPECIFIC MODEL LISTED ON THE VOUCHER.

ONLY ONE BOATCASH VOUCHER MAY BE APPLIED PER BOAT PURCHASE.

PURCHASES ^{MADE} PRIOR TO ^{APRIL 13, 2000} AND ^{APRIL 16, 2000} AFTER DO NOT
~~PRIOR SALES DO NOT QUALIFY~~
QUALIFY FOR BOATCASH

CHARLES & PERRY
But this is a boat to have
better than any boat to have
dealer showroom price

the type of boat you are interested in

How much money? Depends on which boat you love best.

Manufacturers listed factory direct each discounts, exclusive by

All the boat makers below are offering buyer incentives through BoatCash. Choose any one, and we'll lead you to the dealer. Best boat deal anywhere brand

Click on the manufacturer name below to make your choice

☐

Family runabouts:

Glastron
Larson
Wellcraft

☐

Godfrey pontoon & deckboats

☐

Cruisers:

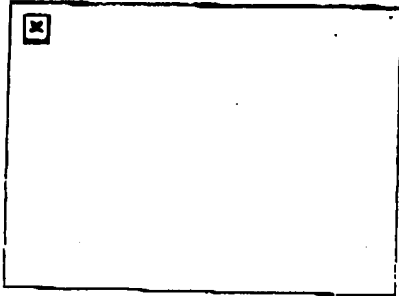
Wellcraft
Silverton
Larson

☐

Fishing boats:

Monark
Wellcraft

BEST AVAILABLE COPY



Glastron Family Runabouts

factory-direct cash available
There's ~~money~~ on every boat in this Glastron list. Click on your favorite to find your ~~total~~ or click *category or model*
INFO to ~~learn more about each fine watercraft in the Glastron line~~ *money*
help make your selection

- 16-17 ft. Outboard or Sterndrive runabout or Fish 'n Ski..... MONEY.....INFO
- 18-19 ft. Outboard or Sterndrive runabout or Fish 'n Ski..... MONEY.....INFO
- 20 Sterndrive runabout, Cuddy Cabin or Fish 'n Ski..... MONEY.....INFO
- 21-22 ft. Sterndrive runabout or Cuddy Cabin..... MONEY.....INFO
- 23-24 ft Sterndrive Cuddy Cabin or Family Cruiser..... MONEY.....INFO

more
Can't decide? Find full information at www.glastron.com

Go back to the ~~Box~~ Selection Page
Brand

BEST AVAILABLE COPY

The money is almost in your hands!

The boat you chose entitles ~~you~~ to a \$<1,000> rebate. *You are about to receive*

Here's how you get it:

1. Enter the requested information in the blanks below, and press I'M READY
2. An email will come to you with your personal cash offer code. Print the email, and take it one of the following locations: *Any of the following*

Duchow's Boat Center
36115 E. Hwy 16
Oconomowoc, WI 53066
(262) 567-8481

Duchow's Boat Center
71 Nippersink Blvd.
Fox Lake, IL 60020
(847) 973-1100

Duchow's Boat Center
2100 Freedom Rd.
Little Chute, WI 54140
(920) 788-2000

3. Present your email voucher in the showroom and receive your cash discount! But hurry...this offer is good for a limited time only (the expiration date will be stated on your email voucher)

Please make note of the following terms and conditions:

Your BoatCash discount cannot be used in conjunction with any other manufacturer or dealer promotions or incentives.

The total value of your BoatCash voucher is dependant upon a factory-direct discount. For this reason the voucher is good for a limited time only, and will not be extended. All vouchers must be presented to the boat dealer location stated above before 4 PM central standard time on the date stated on the voucher. Your BoatCash discount may be applied only to the specific model listed on the voucher.

Only one boatcash voucher may be applied per boat purchase

Complete the following blanks to receive your voucher:

Name: (required)

email address: (required)

Street address:

City, state, zip:

Telephone (required)

